

EXHIBIT 94

**Redacted Version of
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Message

From: Greg Fair [gregfair@google.com]
Sent: 7/22/2020 7:41:15 PM
To: Sammit Adhya [sadhya@google.com]

- **Greg Fair**, 2020-07-22 12:41:15

What is this apas meeting later this afternoon and do I need to be there for you?

- **Greg Fair**, 2020-07-22 12:41:23

(To represent you)

- **Sammit Adhya**, 2020-07-22 13:59:30

Its thinking about the timeline required to get an iOS consent screen in time for iOS 14 launch

- **Sammit Adhya**, 2020-07-22 13:59:45

dan/virginia will be there

- **Sammit Adhya**, 2020-07-22 13:59:54

i think for me, i'm worried about bandwidth

- **Sammit Adhya**, 2020-07-22 14:00:35

i dont think virginia has a good sense of how to protect our time yet because we don't know the priorities

- **Greg Fair**, 2020-07-22 14:00:46

Why do we want that?

- **Greg Fair**, 2020-07-22 14:00:53

The iOS consent screen

- **Sammit Adhya**, 2020-07-22 14:00:58

IDFA ☺

- **Greg Fair**, 2020-07-22 14:01:27

Oh this is the thing that YT doesn't want?

- **Greg Fair**, 2020-07-22 14:01:59

NM. I will get my head straight.

- **Greg Fair**, 2020-07-22 14:02:14

(Obviously I think this is a lower priority)

- **Sammit Adhya**, 2020-07-22 14:02:38

this is to figure out what to do for iOS 14 launch in EEA and YT

- **Sammit Adhya**, 2020-07-22 14:02:40

sorry, wasnt clear

- **Sammit Adhya**, 2020-07-22 14:03:34

to get IDFA consent (and when)

- **Greg Fair**, 2020-07-22 14:04:05

Ah. I thought i read in that deck that they weren't going to do it.

- **Sammit Adhya**, 2020-07-22 14:04:16

oh i hadnt heard that

- **Greg Fair**, 2020-07-22 14:07:01

Slide 9 ?

The "Google wants to track you" message will have too much negative impact on user trust. iGA will not add the consent, but will monitor the iOS 14 rollout's impact to revenue.

- **Sammit Adhya**, 2020-07-22 14:07:14

yes IGA is not

- **Sammit Adhya**, 2020-07-22 14:07:19

YT will need to do something

- **Greg Fair**, 2020-07-22 14:07:56

oooooooooh. This is YT. Not iGA.

- **Sammit Adhya**, 2020-07-22 14:20:14

Yes sir

- **Greg Fair**, 2020-07-22 14:22:03

Sorry i didn't look at names carefully enough

- **Sammit Adhya**, 2020-07-22 14:33:55

Just got an email from Christina though that they are reconsidering

- **Sammit Adhya**, 2020-07-22 14:34:02

Impact is bigger than expected

- **Greg Fair**, 2020-07-22 14:41:58

Dumb question: why wouldn't we just let them figure it out on their own? And then do our own thing for unauth (or auth) later as planned?

- **Greg Fair**, 2020-07-22 14:42:29

Because consent rates are better if we do all at once?

- **Sammit Adhya**, 2020-07-22 14:44:26

i think its a question about what [REDACTED] is.. if our goal is a unified consent framework, then letting them do it on their own won't lead to that. We'll have different consent flows between iOS YT, IGA, web (and funding choices in theory)

- **Sammit Adhya**, 2020-07-22 14:44:55

i dont think its about consent rates.. though i imagine we're probably the most knowledgable and have the most experience

- **Greg Fair**, 2020-07-22 14:45:40

Because this would be the same as the full epd consent? Plus idfa?

- **Sammit Adhya**, 2020-07-22 14:46:19

it could be.. that also begs the scope of scope, and how careful we want to be re: perception in EU

- **Sammit Adhya**, 2020-07-22 14:46:26

(sorry, so many caveats)

- **Sammit Adhya**, 2020-07-22 14:46:40

if we let them do it.. maybe they only build a warm up screen to get IDFA consent

- **Greg Fair**, 2020-07-22 14:46:40

Right.

- **Greg Fair**, 2020-07-22 14:46:46

Exactly.

- **Greg Fair**, 2020-07-22 14:46:49

Ok thanks.

- **Greg Fair**, 2020-07-22 14:46:57

I will attend the meeting. Thanks.

- **Greg Fair**, 2020-07-22 14:47:02

Sorry to bother you.

- **Sammit Adhya**, 2020-07-22 14:47:06

okay, appreciate it.. not at all

- **Sammit Adhya**, 2020-07-22 14:47:09

asha is sleeping

- **Sammit Adhya**, 2020-07-22 14:47:21

if by some mircle she has a long nap, will try to join

- **Sammit Adhya**, 2020-07-22 14:47:44

but we probably need to priortize to help our team.. i am def feeling stretched 😊

- **Sammit Adhya**, 2020-07-22 14:47:53

this is something we could technically carve out

- **Sammit Adhya**, 2020-07-22 14:47:58

mobile app consent

- **Greg Fair**, 2020-07-22 14:50:45

Yea that was my gut for sure

- **Sammit Adhya**, 2020-07-22 14:51:03

our eng team wont own it anyway

- **Greg Fair**, 2020-07-22 14:51:05

Or co-opt some folks into iOS ■

- **Greg Fair**, 2020-07-22 14:51:26

Maybe Jonathan or Sam ;)

- **Greg Fair**, 2020-07-22 14:51:50

Or Karen. Ha

- **Sammit Adhya**, 2020-07-22 14:52:07

ya jonathan has YT + consent experience so that would be amazing

- **Sammit Adhya**, 2020-07-22 14:52:11

it doesnt care about ads

- **Sammit Adhya**, 2020-07-22 14:52:11

lol

- **Sammit Adhya**, 2020-07-22 14:52:33

but he cares about yt watch/search history

- **Greg Fair**, 2020-07-22 14:52:39

Right.

- **Sammit Adhya**, 2020-07-22 14:53:25

hah, karen.. that would be fun to watch

- **Sammit Adhya**, 2020-07-22 14:54:16

also, we have to talk about this search detecting Incognito thing! am i overindexing?

- **Sammit Adhya**, 2020-07-22 14:55:13

on one hand.. its like, great! We know already!! Let's not show consent using that.. LOL. on the other.. yikes, doubled down on a promise we don't keep.

- **Greg Fair**, 2020-07-22 14:56:08

Since it is clear it has been there for a while this doesn't seem like our problem to solve immediately. (Esp because we want this to happen in some way anyway)

- **Greg Fair**, 2020-07-22 14:56:15

If anything it's an opportunity.

- **Greg Fair**, 2020-07-22 14:56:19

Let's do it right!

- **Sammit Adhya**, 2020-07-22 14:56:51

ya the chrome team will escalate very quickly if they get wind of it..

- **Greg Fair**, 2020-07-22 14:58:18

If they cared that much this wouldn't exist in the first place.

- **Greg Fair**, 2020-07-22 14:58:42

(Maybe he is wrong btw)

- **Sammit Adhya**, 2020-07-22 14:59:35

yeah true

- **Sammit Adhya**, 2020-07-22 14:59:52

okay well let's strategize next time we talk about how we can do things with this loophole :)

- **Sammit Adhya**, 2020-07-22 14:59:55

thanks

- **Greg Fair**, 2020-07-22 15:52:28

just fyi cuz interesting (from meeting)
here is the top-level [REDACTED] https://experiments.corp.google.com/#/portal/experiments/analysis?label=_:cTWUD0OpbAQftvVnSbGwTC_txVA
[REDACTED] of IOS revenue comes from signed-out
and EU is [REDACTED] of the IOS signed-out queries
Fatih Boyaci3:45 PM
EU (including GB/UK)
Fatih Boyaci3:47 PM
so if we do basic math EU-IOS-Signed-out will be [REDACTED] (w/ EU CPMs being higher we can say [REDACTED] of covered rev)